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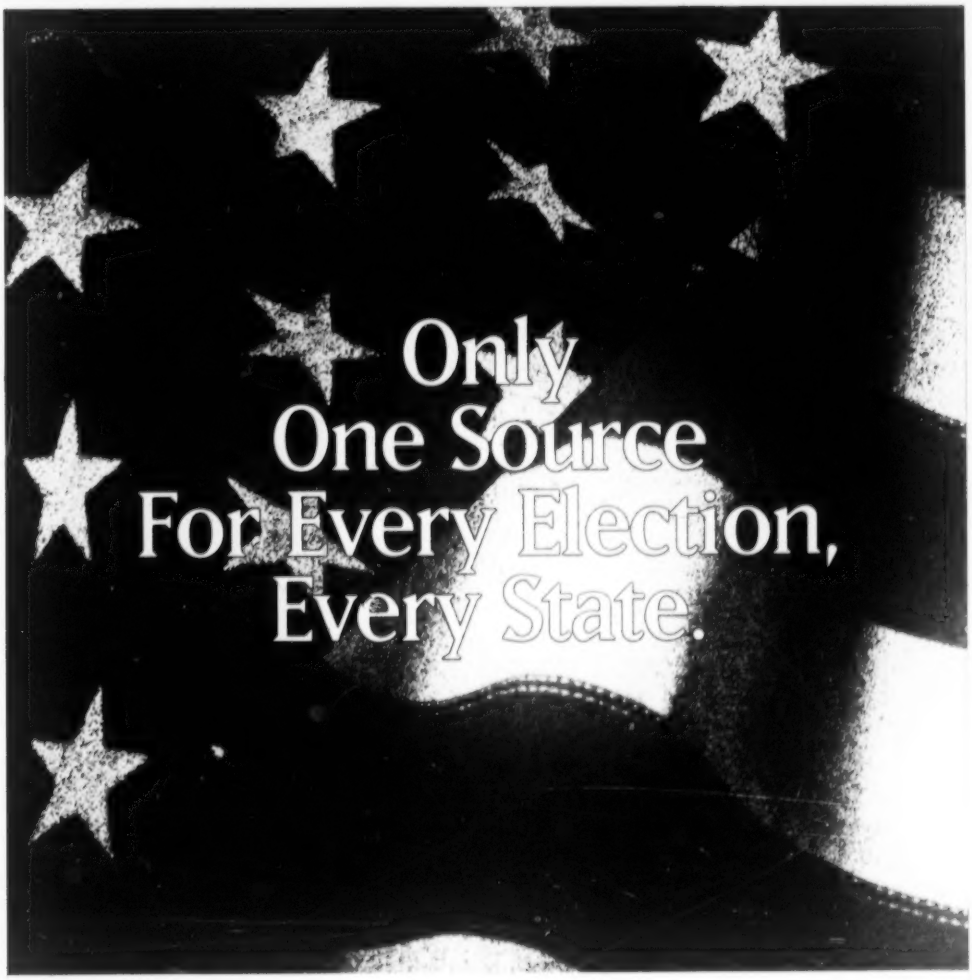
Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ UPDATE: THE TOP 25 TV GROUPS / 47

❑ MULTIMEDIA ENTERTAINMENT BRANCHES OUT / 19

❑ COMPETITION HEATS UP FOR CABLE GAME CHANNEL / 32



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This Week

TOP 25

Networks top list of TV group owners in BROADCASTING *ranking (p. 47)*

NEW REREG BILL / 4

House Telecommunications Subcommittee Chairman Edward Markey's has introduced a new cable reregulation bill that mirrors the Senate-passed S. 12.

MULTI MULTIMEDIA / 19

Multimedia Entertainment, enjoying the success wrought by *Donahue*, is branching out into new enterprises, including telefilm production, additional talk shows and prime time clearances on network affiliates.

SERIOUS ABOUT GAMES / 32

The game show category, which has had slow going of late in syndication, may get a chance to score in cable. Several game channel proposals are on the drawing board, and sources say King World is interested in launching a basic cable network. Interactivity will likely play a role.

GOOD TIMES, LEAN TIMES / 34

The economic turnaround will not necessarily mean bigger budgets for TV advertising if the bottom-line pick-up is the result of cost-cutting. In the third segment of "Waiting for the Rebound," BROADCASTING looks at the budget plans of top TV advertisers.

CROSSED OVER OWNERSHIP / 39

The FCC heard comments last week from the networks, affiliates, independents, the NCTA and others on reforming the network-cable crossownership rules. Realizing that some modification is likely, opponents offered a list of proposed safeguards, including ownership caps and must-carry provisions.

PREMIERE PLAN / 43

Premiere Radio Networks plans to raise $5.57 million through its initial public stock offering, enabling the program distributor to enter the wired programing market and operate radio stations and radio-related businesses of its own.

ACATS ACTION ON ATV / 45

The Advisory Committee on Advanced Television Systems has recommended a staggered system for advanced-television frequency applications and a final comparison of lab test results by Jan. 9, 1993.

SPECIAL REPORT: GROUP OWNERS / 47

The networks top the list of TV group owners (ranked by percentage of households reached), according to BROADCASTING's exclusive annual ranking. Capcities/ABC remained number one.

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'FULL HOUSE' TOP NEW SITCOM IN SWEEPS

By Steve McClellan

Full House, new to syndication this season, tied with *Cheers* for first place among sitcoms during the February sweeps, according to a Petry Television analysis of Nielsen Station Index (local market) ratings.

All the ratings that follow are based on the Petry report.

House averaged a 7.1 rating/14 share, with major gains in lead-in and year-ago time period averages. *Cheers* averaged a 7.1/18, and *Golden Girls* averaged a 6.9/17.

Newcomer *Married...with Children* averaged a 6.5/15, holding its lead-in share and posting a 15% share gain from its November book.

Rounding out the top five was *The Cosby Show*, averaging a 6.2/16, down from both its lead-in and time period performance a year ago. *A Different World*, which aired in 29 markets, averaged a 5.7/9, with a 23 share among teens. Rookie *Saved by the Bell* averaged a 3.6/6, but turned in a 23 teen share and a 20 kids 2-11 share.

Oprah Winfrey repeated as the clear-cut winner among talk shows, with a 12.7/36, almost double the rating of the nearest talk show. On average it boosted its lead-in share by 44% and was up 16% in share from the time period a year ago.

Late night's 'Dennis Miller'; one of syndication's struggling newcomers

Most-improved-player award goes to *Sally Jessy Raphael*, which tied *Donahue* in the sweeps, with a 6.6 rating, however, it had a 26 share and *Donahue* had a 27 share. *Sally* was up 24% from the time period a year ago. *Geraldo* rebounded about 20%

Broadcasting's Ratings Week ϟ Mar 16-22

	ABC	CBS	NBC	FOX
MONDAY	9.5/15	18.1/29	11.6/19	9.4/15
8:00	56. FBI: Untold Str. 10.4/17	15. Evening Shade 15.7/25	28. Fresh Prince 13.4/21	61. Fox Night at the Movies—Doing Time on Maple Drive 9.4/15
8:30	54. Amer Detective 10.8/17	10. Major Dad 17.6/27	44. Blossom 11.9/19	
9:00	66. ABC Monday Night Movie—Those Secrets 8.9/14	3. Murphy Brown 21.2/32	51. NBC Monday Night Movie—In the Line of Duty: A Cop for the Killing 11.0/18	
9:30		7. Designg Wmn 18.0/28		
10:00		7. Northern Exposure 18.0/31		
10:30				
TUESDAY	15.8/26	13.0/22	11.2/18	NO PROGRAMING
8:00	9. Full House 17.8/29	33. Rescue: 911 12.9/21	46. In the Heat of the Night 11.7/19	
8:30	4. Home Improvmt 19.6/31			
9:00	2. Roseanne 21.4/33	31. People's Choice Awards 13.1/22	51. Reasonable Doubts 11.0/18	
9:30	5. Coach 18.5/29			
10:00	67. Civil Wars 8.8/16			
10:30				
WEDNESDAY	12.2/20	11.6/19	13.3/22	NO PROGRAMING
8:00	32. Wonder Years 13.0/21	58. Davis Rules 9.5/16	6. Unsolved Mysteries 18.4/30	
8:30	25. Doogie Howser 13.8/22	70. Brooklyn Bridge 8.0/13		
9:00	37. The Young Indiana Jones Chronicles 12.4/20	41. Jake and the Fatman 12.2/19	21. Seinfeld 14.6/23	
9:30			48. Night Court 11.6/19	
10:00	55. Homefront 10.7/19	25. 48 Hours 13.8/25	68. Quantum Leap 8.4/15	
10:30				
THURSDAY	11.9/20	8.1/13	14.5/24	11.0/18
8:00			27. Cosby 13.5/22	39. Simpsons 12.3/20
8:30	46. ABC Thursday Night Movie—My First Love 11.7/19	69. NCAA Basketball Championship 8.1/13	29. A Diffrnt World 13.2/21	61. Drexell's Class 9.4/15
9:00			14. Cheers 16.0/25	50. Beverly Hills 90210 11.2/18
9:30			23. Wings 14.0/22	
10:00	37. Primetime Live 12.4/22	76. NCAA Basketball Championship 7.1/14	17. L.A. Law 15.2/27	
10:30				
FRIDAY	14.8/27	6.5/12	8.1/15	6.1/11
8:00	16. Family Matters 15.3/28	82. NCAA Basketball Championship 6.4/12	72. Tom Brokaw Report 7.6/14	72. America's Most Wanted 7.6/14
8:30	19. Step By Step 14.9/27			
9:00	29. Dinosaurs 13.2/24		58. I'll Fly Away 9.5/17	89. Hidden Video 4.5/8
9:30	42. Baby Talk 12.1/21			86. Hidden Video 2 4.8/8
10:00	13. 20/20 16.6/31	80. NCAA Basketball Championship 6.7/14	75. Nightmare Cafe 7.2/14	
10:30				
SATURDAY	8.6/16	7.4/14	11.9/22	7.2/12
8:00	71. Who's the Boss? 7.8/14	66. NCAA Basketball Championship 8.9/16	36. Golden Girls 12.5/22	64. Cops 9.2/16
8:30	78. Billy 7.0/12		43. Powers That Be 12.0/21	57. Cops 2 10.2/18
9:00	84. Perfect Strang. 6.1/11		18. Empty Nest 15.0/27	87. Ray Charles: 50 Years of Music 4.6/8
9:30	74. Growing Pains 7.5/14		35. Nurses 12.6/23	
10:00	48. The Commish 11.6/22	76. Boys of Twilight 7.1/14	58. Sisters 9.5/18	
10:30				
SUNDAY	12.0/19	18.6/30	8.1/12	9.3/15
7:00	64. Life Goes On 9.2/15	1. 60 Minutes 23.4/38	90. Eerie, Indiana 4.3/7	81. True Colors 6.6/11
7:30			90. The Torkelsons 4.3/7	79. Parker Lewis 6.8/11
8:00	24. Am Fun Hme Vid 13.9/21	11. Murder, She Wrote 17.1/26	63. NBC Sunday Night Movie—Big One: The Great L.A. Earthquake 9.3/14	33. In Living Color 12.9/19
8:30	22. Am Fun People 14.5/22			53. Roc 10.9/16
9:00	39. ABC Sunday Night Movie—Dirty Rotten Scoundrels 12.3/20	11. CBS Sunday Movie—Double Edge 17.1/28		20. Married w/Childn 14.7/22
9:30				45. Herman's Head 11.8/18
10:00				82. Get a Life 6.4/10
10:30				87. Sunday Comics 4.6/8
WEEK'S AVGS	12.1/20	12.3/21	11.1/19	8.7/14
SSN. TO DATE	12.1/20	13.9/23	12.4/20	7.9/13

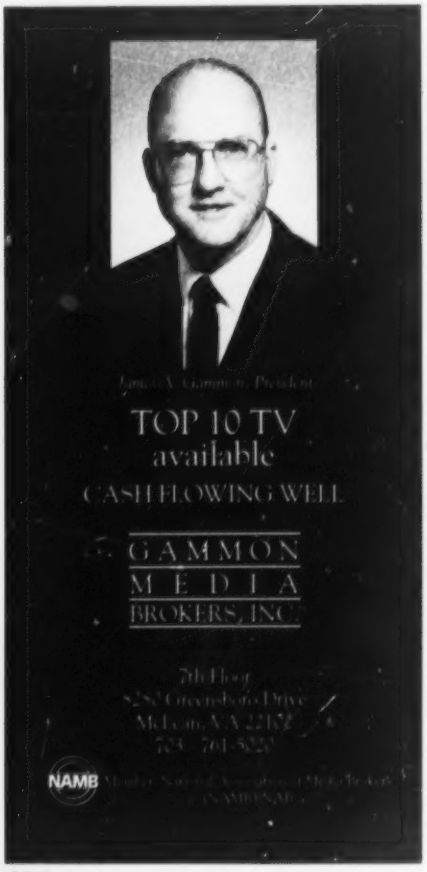
RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

COURT FINDS FOR TAK

Ruling in favor of Tak Communications, U.S. Bankruptcy Court for the Western District of Wisconsin last week upheld a lower court's opinion that lenders cannot hold security interest in broadcasting licenses.

District Judge Barbara Crabb ruled the New Bank of New England and nine other banks for which it is acting as agent have no right to place a lien on the Chapter 11 company's broadcasting licenses, despite the $175-million line of credit they gav Tak. She cited the FCC's "clear established policy [against security interest in broadcast licenses] that the banks now seek to escape." The FCC has decided its policy is unclear, and has agreed to review whether to permit lenders to hold security interest in licenses.

The banks, with 30 days to file, have not decided whether they will appeal, according to their attorney. -SDM



Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KUKQ(AM)-KUPD-FM Tempe (Phoenix), Ariz. □ Sold by Tri-State Broadcasting Co. to G & C Broadcasting Co. Inc. for approximately $10-$12 million. **Seller** is headed by Jack Norris and Bob Melton, and has no other broadcast interests. **Buyer** is owned by Jack Grimm, a Texas businessman who owned radio stations in Providence, R.I., and Louisville, Ky., and Bob Fish, who held radio positions in New York and Boston. KUKQ has alternative music format on 1060 khz with 5 kw day and 500 w night. KUPD-FM has AOR format on 97.9 mhz with 100 kw and ant. 1,620 ft. *Broker: Communications Equity Associates.*

WGCV(AM)-WPLZ-FM Petersburg (Richmond), Va. □ Sold by Paco Jon Broadcasting to Sinclair Telecable for $1.4 million. **Seller** is headed by Charles Giddens, receiver for stations, and has no other broadcast interests. **Buyer** is headed by John, Bob and David Sinclair, and also owns WCDX(FM) Mechanicsville (Richmond) and WNIS(AM) Norfolk, both Virginia, and cable systems in Arkansas. WGCV is fulltimer with gospel format on 1240 khz with 1 kw. WPLZ-FM has urban contemporary format on 99.3 mhz with 3 kw and ant. 328 ft. *Broker: Media Venture Partners.*

KHPY(AM) Yucaipa (Moreno Valley), Calif. □ Sold by Delbert L. Van Voorhis to KHPY Hispanic Radio Inc. for $1 million on terms. **Seller** has no other broadcast interests. **Buyer** is headed by Ruben O. Chavez Sr. and has no other broadcast interests. KHPY has MOR format on 1530 khz with 10 kw day.

WKJA(FM) Belhaven, N.C. □ Sold by Spirit Broadcasting Inc. to Winfas of Belhaven Inc. for $594,000, assumption of debt. Station was purchased in July 1991, from Belhaven Christian Radio, headed by L.E. Willis Sr., for $655,000. **Seller** is headed by Ernestine Willis Cuffee, daughter of L.E. Willis Sr., who is licensee of 5 AM's and 11 FM's. **Buyer** is headed by Roger R. Ingram, and is licensee of WKOO(FM) Jacksonville, N.C., and WYYD(FM) Amherst, Va. WKJA has modern country format on 92.1 mhz with 3 kw and antenna 282 feet.

WABF(AM) Fairhope (Mobile), Ala. □ Sold by Bee Cee Broadcasting Inc. to Jubilee Broadcasting Co. Inc. for $350,000. Terms: $20,000 escrow deposit, $255,000 cash at closing and $75,000 for five-year noncompete covenant. **Seller** is headed by Robert A. Clark, and has no other broadcast interests. **Buyer** is headed by John W. Hinds Jr., who is currently announcer at station. WABF has MOR, big-band format on 1220 khz with 1 kw day.

KPLO-FM Reliance, S.D. □ Sold by Midcontinent Radio of South Dakota Inc. to MAS Communications Inc. for $250,000 cash. **Seller** is also licensee of KELO-AM-FM Sioux Falls and KDLO(FM) Watertown, both South Dakota, and is subsidiary of Midcontinent Media, headed by Joseph H. Floyd, and has interests in licensees of KELO(TV) Sioux Falls, KDLO(TV) Florence, KPLO(TV) Reliance and KCLO(TV) Rapid City, all South Dakota; WTSO(AM)-WZEE(FM) Madison, Wis.; KFH(AM)-KXLK(FM) Wichita-Haysville, Kan., and WDGY(AM)-KDWF(FM) St. Paul-Richfield, Minn. **Buyer** is headed by Mark A. Swendson, and has no other broadcast interests. KPLO-FM has country format on 94.5 mz with 95 kw and antenna 1,000 feet.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$1,834,654** □ **8**

FM's □ **$1,143,500** □ **5**

AM-FM's □ **$1,791,500** □ **4**

TV's □ **$598,000** □ **3**

Total □ **$5,367,654** □ **20**

1992 to Date:

AM's □ **$12,292,255** □ **38**

FM's □ **$45,535,546** □ **55**

AM-FM's □ **$31,690,089** □ **25**

TV's □ **$26,783,000** □ **12**

Total □ **$116,300,890** □ **130**

For 1991 total see Jan. 27, 1992 BROADCASTING.

SQUARING OFF OVER CABLE CROSSOWNERSHIP

Networks want to be let in, affiliates want them out in comments at FCC

By Joe Flint

The only thing the two sides of the network-cable crossownership debate agree on is that the cable industry no longer needs protection from any part of the broadcast industry. What is dividing them is whether one segment of the broadcast industry needs protection from another.

Local broadcasters fear that if the rules preventing ABC, CBS and NBC from owning cable systems are lifted or relaxed, they will become victims of anti-competitive practices. They fear that the networks will use their leverage as system owners to alter the network-affiliate relationship so it favors them. Affiliates fear they could be stripped of their affiliation if the network decides to rely exclusively on the cable system for carriage, and both affiliates and independents fear that a network owner would harm the other stations it was not affiliated with either through poor channel positioning or no carriage at all. The networks argue that since over-the-air broadcast signals are usually the most popular channels on cable systems, it would be counterproductive and harm the value of a network-owned cable system if the strengths of the local television stations were harmed in any way.

The arguments for and against reform of the network-cable crossownership rules were made at the FCC last week in the form of comments that the FCC will use in making a decision on how to change the rules. Although no date for change has been announced, there has been speculation that the commission will address the issue as early as its June meeting.

Filing in support of rule reform are—most notably—the three networks and the National Cable Television Association. Organizations against any reform include the Network Affiliated Station Alliance (NASA), the National Association of Broadcasters (NAB), the Motion Picture Association of America (MPAA), the Association for Independent Television Stations (INTV) and group owners Malrite Communications and Chris-Craft Industries.

While the opponents are against any relaxation, they realize that some modification is likely, and much of the debate's focus has been on protective safeguards.

The most effective safeguard (and the one least likely to be approved), according to NASA, would permit the networks to have ownership interests in cable systems that are subject to a competing cable system or multichannel video provider. Capital Cities/ABC, in its comments, said of that proposal: "If the commission were to adopt such a rule, a network seeking to acquire cable systems would be limited to only those 50 cable systems (out of the total of more than 11,000) which directly compete with other cable systems.... As the commission itself has noted, this would present 'only a few initial opportunities for network ownership.'" How about building new systems? ABC said that today it would be "economic suicide."

If that safeguard is rejected, NASA proposes a set of safeguards that includes a local ownership cap of 25% of homes passed; a national ownership cap of 5% of homes passed, and a system of "behavioral constraints including must carry, channel positioning, and bypass protection and, moreover, the commission should apply the cable-telephone ownership attribution standards to prevent against the networks' engaging in any limited partnerships with cable systems over and above the 25% national cap."

Safeguards proposed by INTV include forbidding a network to own a

PROPOSED SAFEGUARDS

	National Ownership Cap	Local Ownership Cap	Other
NASA	5% of homes passed	25% of homes passed	Must-carry, channel positioning, bypass protection
ABC	10% of homes passed	None	Supports must-carry, channel positioning, bypass protection
NBC	10% of homes passed	None	Supports must-carry, channel positioning, bypass protection
NAACP	5% of homes passed*	None	None
Malrite	None	25% of homes passed	Supports NASA safeguards
ACT	10% of homes passed	None proposed	None proposed
Media Access Project	10% of homes passed	50% of homes passed	Supports NASA safeguards; retention of fin-syn rules and PTAR rules and 12-12 TV ownership rules.

*Additonal network ownership of cable systems should be permitted to the extent that networks invest in or finance minority-owned stations. CBS and the National Association of Cable Television are against any safeguards.

cable system in a market where it owns a TV station, and if retransmission consent becomes law, a network-owned cable system should be "required to compensate all local stations for cable carriage at a rate on a per-subscriber basis at least as favorable to the stations as that paid by non-network-owned cable systems in the market."

The MPAA declined comment on what specifically it thought were appropriate safeguards. The MPAA's filing also contained a footnote that members Twentieth Century Fox Film Corp. and Warner Bros. Inc. support elimination of the crossownership ban.

In its filing, group owner Malrite Communications said that the networks' need for a second revenue stream should not come through control of local cable systems. "To assert that the networks should be permitted to own cable systems in order to augment their revenues is like saying that AT&T should once again be permitted to be the exclusive supplier of telephones in a market. Although the result would be welcomed by AT&T, it would not necessarily be beneficial to the consumer."

Leading the charge for reform of the crossownership ban for the networks has been Capital Cities/ABC. By investing in cable systems, ABC said, it will be in a "much better position to risk the two to two-and-one-half billion dollars per year in programing costs that benefit the network affiliate distribution system if we can diversify into businesses like cable ownership that have a more stable cash flow."

While ABC is against safeguards, the network said it would be willing to accept a national subscriber limit of 10% and would not oppose "reasonable" anti-bypass, must-carry and channel positioning requirements. It opposes any caps on local ownership.

NBC's comments about safeguards only say they should be limited to a national cap, must-carry and channel position requirements and a requirement that a network cable owner maintain an affiliation with an over-the-air station in markets in which it owns a system. CBS asked for total repeal with no safeguards.

This may be the first major issue that unites the big three networks with cable. The NCTA, in comments supporting lifting the ban, argues that not only are safeguards against national and local ownership wrong, but so are safeguards calling for must carry and channel positioning. "The must-carry safeguard would force networks to protect local broadcasters at the expense of new and diverse cable network offerings—the very same protectionist activity that the commission sought to prevent when it initially imposed the network- cable crossownership ban."

With regard to limiting national ownership, NCTA said: "Such an approach runs directly counter to the commission's recent expression of its general opposition to limits on the horizontal growth of cable MSO's in our July 1990 report to Congress on Competition in Cable Television."

In what might come as a surprise, the public interest group Media Access Project came out in favor of eliminating the absolute ban on network ownership of cable systems. But there are strings attached. Besides a national ownership cap of 10% and a prohibition against ownership of systems whose subscribers make up more than 50% of the ADI's households, MAP is calling for retention of the financial interest and syndication rules, the prime time access rules and the 12 station/25% audience cap for TV ownership. If all that is done, the group will "reluctantly endorse restricted network entry into cable system ownership." ■

SIKES QUESTIONED ON NEW RADIO LIMITS

Chairman backs up decision to increase station caps and liberalize duopoly restriction during questioning by Senate Appropriations Subcommittee

By Randy Sukow

FCC Chairman Alfred Sikes defended the commission's decision to deregulate the AM and FM station ownership limits during a Senate Appropriations Subcommittee hearing last Wednesday (March 25).

"Today, 50 firms of radio group owners have 50% of the revenue of 11,000 radio stations as a whole," Sikes said. Change is needed to preserve the viability of the entire industry, he added.

On March 12 the commission voted 4-0 to raise the ownership caps on both AM and FM stations to 30 each (BROADCASTING, March 16). The FCC also rewrote the duopoly rules to give station groups the right to own three to six stations in a market, depending on market size. In markets with more than 15 stations, a single owner could not own stations reaching more than 25% of the audience. Stations programed through time-brokered local management agreements (LMA's) would count toward the market penetration total.

Immediately after the commission's decision, Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) promised to introduce a bill reinstating the 12-station ownership caps for both AM and FM, and Energy and Commerce Committee Chairman John Dingell (D-Mich.) asked for the full record on the radio decision. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) was also critical of the plan.

Subcommittee members last week, including Hollings, were more restrained. But the Senate is just as interested in the plan as the House, said Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who also sits on the Appropriations Subcommittee dealing with FCC funding.

Inouye could not say whether he would support attaching a rider to the FCC's appropriation to block the radio deregulation, which is scheduled to take effect Aug. 1. The same record being provided to Dingell will be sent to the Senate. "Before anyone makes a decision, I would like to know what I'm dealing with," he said.

Changes in the advertising environment in most radio markets, said Sikes in testimony to the subcommittee, are a main reason for radio deregulation. In small markets, stores such as Walmart have begun in-house advertising projects that do not include radio. "As

NETWORKS STILL TOPS IN TV GROUP OWNERSHIP

In BROADCASTING's exclusive ranking, ABC remains in first place while CBS overtakes NBC for number-two spot; Tribune moves into fourth place, ahead of HSN and Fox

By John Gallagher

CBS's purchase last year of Midwest Communications, which included TV stations in Minneapolis and Green Bay, Wis., enabled the company to move from three to two, bumping NBC back a slot, on BROADCASTING's exclusive ranking of the top 25 television group owners by the percentage of television homes they reach. Capital Cities/ABC retained its status as the broadcaster with the largest reach.

Tribune Broadcasting also climbed the chart, jumping from number six to four, ahead of Home Shopping Network and Fox, due to the addition of independent WPHL-TV Philadelphia, which it purchased from Taft Broadcasting. Great American made this year's list, entering at 19, with the purchase of WGHP-TV High Point, N.C., also from Taft.

The sale of stations caused one company to drop several notches on the chart: Gillett Broadcasting sold WMAR-TV Baltimore to Scripps Howard (which moved up a rank to 13) and WOKR(TV) Rochester, N.Y., to Hughes Broadcasting Partners, causing Gillett to fall three places, from nine to 12.

Slight changes this year in market populations and rank, not the buying or selling of stations, gave Providence-Journal a net gain of .107% over Paramount Communications, numbers 20 and 21, respectively. The company had trailed Paramount, number 19 last year, by a mere .049%; Providence Journal edged ahead by .58%.

The expansion of BROADCASTING's list from 20 to 25 added Post-Newsweek, LIN, Gaylord and Multimedia, numbers 22 through 25, all joining Great American as newcomers.

Individual stations are listed by calls, ADI city, channel, affiliation and ADI rank/percentage penetration, according to Arbitron's 1991-92 estimated market and ADI household figures. UHF stations are computed with a 50% reduction in coverage, as per FCC rules. Number in parentheses after group name is last year's rank. ■

1. CAPITAL CITIES/ABC (1)

(8 stations/23.83%)

WABC-TV New York □ Ch.7 □ ABC □ 1/7.35%
KABC-TV Los Angeles □ Ch.7 □ ABC □ 2/5.32%
WLS-TV Chicago □ Ch.7 □ ABC □ 3/3.27%
WPVI-TV Philadelphia □ Ch.6 □ ABC □ 4/2.87%
KGO-TV San Francisco □ Ch.7 □ ABC □ 5/2.41%
KTRK-TV Houston □ Ch.13 □ ABC □ 11/1.58%
WTVD(TV) Durham (Raleigh-Durham), N.C. □ Ch.11 □ ABC □ 32/.79%
KFSN-TV Fresno (Fresno-Visalia), Calif. □ Ch.30 □ ABC □ 59/.24%

Capital Cities/ABC Inc., New York. NYSE. Officers: Thomas S. Murphy, chairman; Daniel B. Burke, president/CEO. Radio holdings: 11 AM and 10 FM: KABC (AM)-KLOS(FM) Los Angeles and KGO(AM) San Francisco; KRXY-AM-FM Lakewood, Colo. (Denver); WMAL(AM)-WRQX(FM) Washington; WKHX-AM-FM Atlanta; WLS(AM)-WYTZ(FM) Chicago; WJR(AM)-WHYT(FM) Detroit; KQRS-AM-FM Golden Valley, Minn.; WABC(AM)-WPLJ(FM) New York; WPRO-AM-FM Providence, R.I.; WBAP(AM)-KSCS(FM) Fort Worth. Other media: publishes 8 daily and 28 weekly newspapers, and over 30 trade publications. Also, Fairchild Publications, which publishes 21 trade papers and 9 trade magazines.

2. CBS (3)

(7 stations/22.12%)

WCBS-TV New York □ Ch.2 □ CBS □ 1/7.35%
KCBS-TV Los Angeles □ Ch.2 □ CBS □ 2/5.32%
WBBM-TV Chicago □ Ch.2 □ CBS □ 3/3.27%
WCAU-TV Philadelphia □ Ch.10 □ CBS □ 4/2.87%
WCCO-TV Minneapolis (Minneapolis-St. Paul) □ Ch.4 □ CBS □ 13/1.5%
WCIX(TV) Miami (Miami-Fort Lauderdale) □ Ch.6 □ CBS □ 15/1.4%
WFRV-TV Green Bay (Green Bay-Appleton) □ Ch.5 □ CBS □ 67/.41%

CBS Broadcast Group, a division of CBS Inc., New York. NYSE. Officer: Laurence Tisch, chairman, president/CEO. Radio holdings: 8 AM, 13 FM: KNX(AM)-KODJ(FM) Los Angeles and KCBS(AM)-KRQR(FM) San Francisco; WYNF(FM) Tampa, Fla., WBBM-AM-FM Chicago; WLTT(FM) Bethesda, Md., WODS(FM) Boston; WWJ(AM)-WJOI(FM) Detroit; WCCO(AM)-WLTE(FM) Minneapolis; KMOX(AM)-KLOU(FM) St. Louis; WCBS-AM-FM New York; WOGL-AM-FM Philadelphia; KTXQ(FM) Fort Worth and KLTR(FM) Houston.

3. NBC (2)

(6 stations/20.38%)

WNBC-TV New York □ Ch.4 □ NBC □ 1/7.35%
KNBC-TV Los Angeles □ Ch.4 □ NBC □ 2/5.32%
WMAQ-TV Chicago □ Ch.5 □ NBC □ 3/3.27%
WRC-TV Washington □ Ch.4 □ NBC □ 7/1.94%
WTVJ(TV) Miami (Miami-Fort Lauderdale) □ Ch.4 □ NBC □ 15/1.4%
KCNC-TV Denver □ Ch.4 □ NBC □ 21/1.1%

National Broadcasting Company, New York, a subsidiary of General Electric. NYSE. Officers: John F. Welch, chairman; Robert C. Wright, president/CEO.

4. TRIBUNE BROADCASTING (6)

(7 stations/19.595%)

WPIX(TV) New York □ Ch.11 □ Ind. □ 1/7.35%
KTLA(TV) Los Angeles □ Ch.5 □ Ind. □ 2/5.32%
WGN-TV Chicago □ Ch.9 □ Ind. □ 3/3.27%
*WPHL-TV Philadelphia □ Ch.17 □ Ind. □ 4/1.435%
WGNX(TV) Atlanta □ Ch.46 □ Ind. □ 10/.795%

KWGN-TV Denver □ Ch.2 □ Ind. □ 21/1.1%
WGNO(TV) New Orleans □ Ch.26 □ Ind. □ 40/.325%
*Pending FCC approval

Tribune Broadcasting Co., Chicago. NYSE. Officer: James Dowdle, president/CEO. Radio holdings: 2 AM and 2 FM. KYMX(AM)-KCTC(FM) Sacramento, Calif.; WGN(AM) Chicago, and WQCD(FM) New York. Tribune Broadcasting owns the *Chicago Tribune*, and has interlocking ownership with 6 daily newspapers.

5. HSN COMMUNICATIONS (4)

(12 stations/18.665%)

WHSE(TV) Newark (New York), N.J. □ Ch.68 □ Ind. □ 1/3.675%
WHSI(TV) Smithtown (New York), N.Y. □ Ch.67 □ Ind. □ 1/3.675%
KHSC(TV) Ontario (Los Angeles), Calif. □ Ch.46 □ Ind. □ 2/2.66%
WEHS(TV) Aurora (Chicago), Ill. □ Ch.60 □ Ind. □ 3/1.635%
WHSP(TV) Vineland (Philadelphia), N.J. □ Ch.65 □ Ind. □ 4/1.435%
WHSH(TV) Marlborough (Boston), Mass. □ Ch.66 □ Ind. □ 6/1.16%
KHSX(TV) Irving (Dallas-Fort Worth), Tex. □ Ch.49 □ Ind. □ 8/.96%
KHSH(TV) Alvin (Houston), Tex. □ Ch.67 □ Ind. □ 11/.79%
WQHS(TV) Cleveland □ Ch.61 □ Ind. □ 12/.775%
WYHS(TV) Hollywood (Miami-Fort Lauderdale), Fla. □ Ch.69 □ Ind. □ 15/.7%
WBHS(TV) Tampa (Tampa-St. Petersburg), Fla. □ Ch.50 □ Ind. □ 16/.675%
WHSW(TV) Baltimore □ Ch.24 □ Ind. □ 22/.525%

HSN Communications Inc., Newark, N.J., is wholly owned by the Home Shopping Network Inc. NYSE. Officer: Roy M. Speer, chairman and CEO.

6. FOX (5)

(7 stations/18.635%)

WNYW(TV) New York □ Ch.5 □ Fox □ 1/7.35%
KTTV(TV) Los Angeles □ Ch.11 □ Fox □ 2/5.32%
WFLD(TV) Chicago □ Ch.32 □ Fox □ 3/1.635%
WTTG(TV) Washington □ Ch.5 □ Fox □ 7/1.94%
KDAF(TV) Dallas (Dallas-Fort Worth) □ Ch.33 □ Fox □ 8/.96%
KRIV(TV) Houston □ Ch.26 □ Fox □ 11/.79%
KSTU(TV) Salt Lake City □ Ch.13 □ Fox □ 42/.64%

Fox Television Stations Inc., Los Angeles. Officers: Rupert Murdoch, chairman; Greg Nathanson, president.

7. CHRIS CRAFT INDUSTRIES (7)

(7 stations/10.78%)

KCOP(TV) Los Angeles □ Ch.13 □ Ind. □ 2/5.32%
KBHK-TV San Francisco (San Francisco-Oakland-San Jose) □ Ch.44 □ Ind. □ 5/1.205%
KMSP-TV Minneapolis (Minneapolis-St. Paul) □ Ch.9 □ Ind. □ 13/1.5%
KUTP(TV) Phoenix □ Ch.45 □ Ind. □ 20/.555%
KPTV(TV) Portland, Ore. □ Ch.12 □ Ind. □ 27/.92%
KMOL-TV San Antonio, Tex. □ Ch.4 □ NBC □ 41/.64%
KTVX(TV) Salt Lake City □ Ch.4 □ ABC □ 42/.64%

Chris Craft Industries Inc., New York. NYSE. Herbert J. Siegel, chairman and president.

8. UNIVISION STATION GROUP (8)

(9 stations/10.59%)

WXTV(TV) Paterson (New York), N.J. □ Ch.41 □ Uni. □ 1/3.675%
KMEX-TV Los Angeles □ Ch.34 □ Uni. □ 2/2.66%
KDTV(TV) San Francisco (San Francisco-Oakland-San Jose) □ Ch.14 □ Uni. □ 5/1.205%
KUVN(TV) Garland (Dallas-Fort Worth), Tex. □ Ch.23 □ Uni. □ 8/.96%
WLTV(TV) Miami (Miami-Fort Lauderdale) □ Ch.23 □ Uni. □ 15/.7%
KTVW-TV Phoenix □ Ch.33 □ Uni. □ 20/.555%
KWEX-TV San Antonio, Tex. □ Ch.41 □ Uni. □ 41/.32%
KLUZ-TV Albuquerque, N.M. □ Ch.41 □ Uni. □ 52/.275%
KFTV(TV) Hanford (Fresno-Visalia), Calif. □ Ch.21 □ Uni. □ 59/.24%

Univision Station Group, New York, is part of Univision Holdings Inc. Officers: Joaquin Blaya, president, station group.

9. GANNETT BROADCASTING (10)

(10 stations/10.305%)

WLVI-TV Cambridge (Boston), Mass. □ Ch.56 □ Ind. □ 6/1.16%
WUSA(TV) Washington □ Ch.9 □ CBS □ 7/1.94%
WXIA-TV Atlanta □ Ch.11 □ NBC □ 10/1.59%
KARE(TV) Minneapolis (Minneapolis-St. Paul) □ Ch.11 □ NBC □ 13/1.5%
KPNX-TV Mesa (Phoenix), Ariz. □ Ch.12 □ NBC □ 20/1.11%
KUSA-TV Denver □ Ch.9 □ ABC □ 21/1.1%
KOCO-TV Oklahoma City □ Ch.5 □ ABC □ 44/.62%
WFMY-TV Greensboro (Greensboro-Winston Salem-High Point), N.C. □ Ch.2 □ CBS □ 48/.57%
WTLV(TV) Jacksonville, Fla. □ Ch.12 □ NBC □ 54/.51%
KVUE-TV Austin, Tex. □ Ch. 24 □ ABC □ 68/.205%

Gannett Broadcasting, division of Gannett Co. Inc., Washington. NYSE. Officers: John J. Curley, chairman and CEO. Radio holdings: 7 AM and 8 FM. KIIS-AM-FM Los Angeles and KSDO-AM-FM San Diego; WDAE(AM)-WUSA-FM Tampa, Fla.; WGCI-AM-FM Chicago; KCMO-AM-FM Kansas City and KUSA(AM)-KSD-FM St. Louis, both Missouri, and KOAI(FM) Denton, KKBQ(AM) Houston and KKBQ(FM) Pasadena, all Texas. Gannett also publishes 85 daily newspapers and 1 national daily, *USA Today*.

10. GROUP W (11)

(5 stations/9.89%)

KYW-TV Philadelphia □ Ch.3 □ NBC □ 4/2.87%
KPIX(TV) San Francisco (San Francisco-Oakland-San Jose) □ Ch.5 □ CBS □ 5/2.41%
WBZ-TV Boston □ Ch.4 □ NBC □ 6/2.32%
KDKA-TV Pittsburgh □ Ch.2 □ CBS □ 17/1.24%
WJZ-TV Baltimore □ Ch.13 □ ABC □ 22/1.05%

Westinghouse Broadcasting Co. (Group W), wholly owned subsidiary of Westinghouse Electric Co., New York. NYSE. Officers: Burton B. Staniar, chairman and CEO; William Korn, president, Group W Television. Radio holdings: 9 AM and 8 FM. WCPT(AM) Alexandria, Va.; WBZ(AM) Boston; WMAQ(AM) Chicago; WLLZ(FM) Detroit; KILT-AM-FM Houston; KFWB(AM)-KTWV(FM) Los Angeles; WINS (AM) and WNEW-FM New York; KYW(AM) and WMMR(FM) Philadelphia; KDKA(AM) Pittsburgh; KFBK(AM)-KGBY(FM) Sacramento, Calif; KQXT(FM) San Antonio, Tex., and WCXR-FM Woodbridge, Va. Television producer: Group W Productions. Satellite: Group W Satellite.

11. TELEMUNDO GROUP (12)

(6 stations/9.35%)

WNJU(TV) Linden (New York), N.J. □ Ch.47 □ Tel. □ 1/3.675%
KVEA(TV) Corona (Los Angeles), Calif. □ Ch.52 □ Tel. □ 2/2.66%
KSTS(TV) San Jose (San Francisco-Oakland-San Jose), Calif. □ Ch.48 □ Tel. □ 5/1.205%
KTMD(TV) Galveston (Houston), Tex. □ Ch.48 □ Tel. □ 11/.79%
WSCV(TV) Fort Lauderdale (Miami-Fort Lauderdale), Fla. □ Ch.51 □ Tel. □ 15/.7%
KVDA(TV) San Antonio, Tex. □ Ch.60 □ Tel. □ 42/.32%

Telemundo Group Inc., New York. Officers: Saul P. Steinberg, chairman and CEO; Donald M. Travis, president, station group.

12. GILLETT HOLDINGS (9)

(9 stations/9.305%)

WSBK-TV Boston □ Ch.38 □ Ind. □ 6/1.16%
WJBK-TV Detroit □ Ch.2 □ CBS □ 9/1.87%
WAGA-TV Atlanta □ Ch.5 □ CBS □ 10/1.59%
WJW-TV Cleveland □ Ch.8 □ CBS □ 12/1.55%
WTVT(TV) Tampa (Tampa-St. Petersburg), Fla. □ Ch.13 □ CBS □ 16/1.35%
KNSD(TV) San Diego □ Ch.39 □ NBC □ 25/.495%
WITI-TV Milwaukee □ Ch.6 □ CBS □ 28/.83%
KSBY-TV San Luis Obispo (Santa Barbara-Santa Maria-San Luis Obispo), Calif. □ Ch.6 □ NBC □ 109/.23%
KSBW(TV) Salinas (Salinas-Monterey), Calif. □ Ch.8 □ NBC □ 111/.23%

Gillett Holdings Inc., Denver. Officer: George N. Gillett Jr., chairman. Radio holdings: 1 AM, 1 FM. KBIZ(AM)-KTWA(FM) Ottumwa, Iowa.

13. SCRIPPS HOWARD (15)

(10 stations/8.675%)

WXYZ-TV Detroit □ Ch.7 □ ABC □ 9/1.87%
WEWS(TV) Cleveland □ Ch.5 □ ABC □ 12/1.55%
WFTS(TV) Tampa (Tampa-St. Petersburg), Fla. □ Ch.28 □ Fox □ 16/.675%
KNXV-TV Phoenix □ Ch.15 □ Fox □ 20/.555%
WMAR-TV Baltimore □ Ch.2 □ NBC □ 22/1.05%
KSHB-TV Kansas City, Mo. □ Ch.41 □ Fox □ 29/.415%
WCPO-TV Cincinnati □ Ch.9 □ CBS □ 30/.83%
WMC-TV Memphis □ Ch.5 □ NBC □ 39/.65%
WPTV(TV) West Palm Beach (West Palm Beach-Ft. Pierce-Vero Beach), Fla. □ Ch.5 □ NBC □ 46/.6%
KJRH(TV) Tulsa, OK □ Ch.2 □ NBC □ 58/.48%

Scripps Howard Broadcasting Co., owned by E.W. Scripps Co., Cincinnati. NYSE. Officers: Jack R. Howard, chairman; Richard J. Janssen, president and CEO. Radio holdings: 2 AM and 3 FM. WBSB(FM) Baltimore; KUPL-AM-FM Portland, Ore., and WMC-AM-FM Memphis, Tenn. Cable: 9 systems, over 613,000 subscribers. E.W. Scripps also publishes 19 daily newspapers and 6 weekly or twice-weekly newspapers.

14. COX ENTERPRISES (13)

(7 stations/8.535%)

WSB-TV Atlanta □ Ch.2 □ ABC □ 10/1.59%
WSOC-TV Charlotte, N.C. □ Ch.9 □ ABC □ 31/.81%
WHIO-TV Dayton, Ohio □ Ch.7 □ CBS □ 53/.54%
WKBD(TV) Detroit □ Ch.50 □ Fox □ 9/.935%
KTVU(TV) Oakland (San Francisco-Oakland-San Jose), Calif. □ Ch.2 □ Fox □ 5/2.41%
WFTV(TV) Orlando (Orlando-Daytona Beach-Melbourne), Fla. □ Ch.9 □ ABC □ 23/1.01%
WPXI(TV) Pittsburgh □ Ch.11 □ NBC □ 17/1.24%

Cox Enterprises Inc., Atlanta. Officers: James C. Kennedy, chairman and CEO; Nicholas D. Trigony, president, broadcasting division. Radio holdings: 5 AM and 8 FM. WSB-AM-FM Atlanta; WSOC-FM Charlotte, N.C.; WHIO(AM)-WHKO(FM) Dayton, Ohio; WCKG(FM) Elmwood Park (Chicago), Ill.; KFI(AM)-KOST(FM) Los Angeles; WIOD(AM)-WFLC(FM) Miami and WSUN(AM)-WWRM(FM) St. Petersburg, both Florida, and KLRX(FM) Dallas. Cable: 24 systems, 1.688 million subscribers. Newspapers: 17 dailies.

15. PINELANDS (15)

(1 station/7.35%)

WWOR-TV Secaucus (New York), N.J. □ Ch.9 □ Ind. □ 1/7.35%

Pinelands Inc., Secaucus, N.J. NYSE. Lawrence P. Fraiberg, chairman; Michael B. Alexander, president.

16. HEARST BROADCASTING (16)

(6 stations/6.81%)

WCVB-TV Boston □ Ch.5 □ ABC □ 6/2.32%
WTAE-TV Pittsburgh □ Ch.4 □ ABC □ 17/1.24%
WBAL-TV Baltimore □ Ch.11 □ CBS □ 22/1.05%
WISN-TV Milwaukee □ Ch.12 □ ABC □ 28/.83%
KMBC-TV Kansas City, Mo. □ Ch.9 □ ABC □ 29/.83%
WDTN(TV) Dayton, Ohio □ Ch.2 □ ABC □ 51/.54%

Hearst Broadcasting Group, division of Hearst Corp., New York. Officers: John G. Conomikes, VP, general manager of broadcasting. Radio holdings: 3 AM and 3 FM. WBAL(AM)-WIYY(FM) Baltimore; WISN(AM)-WLTQ(FM) Milwaukee, and WTAE(AM)-WVTY(FM) Pittsburgh. Hearst Corp.

also publishes 12 daily newspapers and 12 magazines.

17. A.H. BELO (17)
(5 stations/5.78%)

WFAA-TV Dallas (Dallas-Fort Worth) □ Ch.8 □ ABC □ 8/1.92%
KHOU-TV Houston □ Ch.11 □ CBS □ 11/1.58%
KXTV(TV) Sacramento (Sacramento-Stockton), Calif. □ Ch.10 □ CBS □ 19/1.14%
WVEC-TV Hampton (Norfolk-Portsmouth-Newport News-Hampton), Va. □ Ch.13 □ ABC □ 38/.66%
KOTV(TV) Tulsa, Okla. □ Ch.6 □ CBS □ 58/.48%

A.H. Belo Corp., Dallas. NYSE. Officers: Robert W. Decherd, chairman; James P. Sheehan, president/CEO; Ward L. Huey Jr., president of broadcast division. A.H. Belo publishes 8 daily newspapers.

18. DISNEY (18)
(1 station/5.32%)

KHJ-TV Los Angeles □ Ch.9 □ Ind. □ 2/5.32%

Walt Disney Co., Los Angeles. NYSE. Officers: Michael Eisner, chairman; Frank Wells, president/CEO.

19. GREAT AMERICAN (‡)
(6 stations/5.24%)

WTSP-TV St. Petersburg (Tampa-St. Petersburg) □ Ch.10 □ ABC □ 16/1.35%
KTSP-TV Phoenix □ Ch.10 □ CBS □ 20/1.11%
WDAF-TV Kansas City, Mo. □ Ch.4 □ NBC □ 29/.83%
WKRC-TV Cincinnati □ Ch. 12 □ ABC □ 30/.83%
WGHP-TV High Point (Greensboro-Winston Salem-High Point), N.C. □ Ch.8 □ ABC □ 48/.57%
WBRC-TV Birmingham, Ala. □ Ch.6 □ ABC □ 50/.55%

Great American Broadcasting, subsidiary of Great American Communications Co., Cincinnati. NASDAQ. Officers: John P. Zanotti, president, TV group. Radio Holdings: 5 AM and 10 FM. WRIF(FM) Detroit; WKLS(FM) Atlanta; WXTB(FM) Clearwater, Fla.; KBPI(FM) Denver; KEX(AM)-KKRZ(FM) Portland, Ore.; WDAF(AM)-KYYS(FM) Kansas City, Mo.; WLZR-AM-FM Milwaukee; KSEG(FM) Sacramento; WKRC(AM)-WKRQ(FM) Cincinnati; WTVN(AM)-WLVQ(FM) Columbus, Ohio.

20. PROVIDENCE JOURNAL (20)
(9 stations/4.928%)

KING-TV Seattle (Seattle-Tacoma) □ Ch.5 □ NBC □ 14/1.5%
KGW-TV Portland, Ore. □ Ch.8 □ NBC □ 27/.92%
WCNC-TV Charlotte, N.C. □ Ch.36 □ NBC □ 31/.405%
WHAS-TV Louisville, Ky. □ Ch.11 □ CBS □ 45/.6%
KGSW-TV Albuquerque, N.M. □ Ch.14 □ Fox □ 52/.275%
*KHNL(TV) Honolulu □ Ch.13 □ Fox 71/.388%
KMSB(TV) Nogales (Tucson), Ariz. □ Ind. □ Ch.11 □ 78/.34%
KREM-TV Spokane, Wash. □ Ch.2 □ CBS □ 80/.34%
KTVB(TV) Boise, Idaho □ Ch.7 □ NBC □ 142/.16%

* According to Nielsen, September 1991.

Providence Journal Broadcasting Corp., owned by Providence Journal Co., Providence, R.I. Officers: Jack C. Clifford, VP broadcasting and cable TV. Cable: 27 systems with 790,000 subscribers. Newspapers: Providence Journal-Bulletin.

21. PARAMOUNT (19)
(6 stations/4.885%)

WTXF-TV Philadelphia □ Ch.29 □ Fox □ 4/1.435%
WDCA-TV Washington □ Ch.20 □ Ind. □ 7/.985%
KTXA(TV) Fort Worth (Dallas-Fort Worth) □ Ch.21 □ Ind. □ 8/.96%
KTXH(TV) Houston □ Ch.20 □ Ind. □ 11/.79%
WLFL-TV Raleigh (Raleigh-Durham), N.C. □ Ch.22 □ Fox □ 32/.395%
KRRT(TV) Kerrville (San Antonio), Tex. □ Ch.35 □ Fox □ 41/.32%

Paramount Communications Inc., New York. NYSE. Officer: Martin S. Davis, chairman and CEO. Owns Simon and Schuster and Prentice-Hall book publishers.

22. POST-NEWSWEEK (‡)
(4 stations/4.79%)

WDIV(TV) Detroit □ NBC □ 9/1.87%
WPLG(TV) Miami (Miami-Fort Lauderdale) □ ABC □ 15/1.4%
WFSB(TV) Hartford (Hartford-New Haven), Ct. □ CBS □ 24/1.01%
WJXT(TV) Jacksonville, Fla. □ CBS □ 54/.51%

Post-Newsweek Stations Inc., subsidiary of Washington Post Co., Washington. Officers: G. William Ryan, president. The Washington Post Co. publishes the Washington Post, the Everett (Wash.) Herald, Newsweek magazine, and has one-third interest in the International Herald Tribune in Paris. It owns Post-Newsweek Cable, which operates 53 cable systems.

23. LIN BROADCASTING (‡)
(7 stations/4.69%)

KXAS-TV Fort Worth (Dallas-Fort Worth), Tex. □ Ch.5 □ NBC □ 8/1.92%
WISH-TV Indianapolis □ Ch.8 □ CBS □ 26/.93%
WOTV(TV) Grand Rapids, Mich. □ Ch.8 □ NBC □ 37/.67%
WAVY(TV) Portsmouth (Norfolk-Portsmouth-Newport News-Hampton), Va. □ Ch.10 □ NBC □ 38/.66%
KXAN-TV Austin, Tex. □ Ch.36 □ NBC □ 68/.205%
WAND(TV) Decatur, Ill. □ Ch.17 □ ABC □ 76/.18%
WANE-TV Fort Wayne, Ind. □ Ch.15 □ CBS □ 102/.125%

LIN Broadcasting Corp., Kirkland, Wash. NASDAQ. Officers: Tom Alberg, president. Cellular telephone interests in 96 markets.

24. GAYLORD (‡)
(4 stations/4.625%)

KTVT(TV) Fort Worth-Dallas, Tex. □ Ch.11 □ Ind. □ 8/1.92%
KHTV(TV) Houston □ Ch.39 □ Ind. □ 11/.79%
KSTW(TV) Tacoma-Seattle, Wash. □ Ch.11 □ Ind. □ 14/1.5%
WVTV(TV) Milwaukee □ Ch.18 □ Ind. □ 28/.415%

Gaylord Broadcasting Co., subsidiary of Oklahoma Publishing Co., Oklahoma City. Officers: Edward L. Gaylord, chairman; James R. Terrell, president. Radio holdings: 2 AM and 1 FM. WKY(AM) Oklahoma City and WSM-AM-FM Nashville. Operates Nashville Network, and owns cable systems in Tennessee and California. Publishes the *Daily Oklahoman* and the *Sunday Oklahoman*.

25. Multimedia (‡)
(5 stations/4.25%)

WKYC-TV Cleveland □ Ch.3 NBC □ 12/1.55%
KSDK(TV) St. Louis □ Ch.5 □ NBC □ 18/1.21%
WLWT(TV) Cincinnati □ Ch.5 NBC □ 30/.83%
WBIR-TV Knoxville □ Ch.10 NBC □ 62/.46%
WMAZ-TV Macon, Ga. □ Ch.13 □ CBS □ 120/.2%

Multimedia Broadcasting Co., St. Louis. NASDAQ. Officers: J. William Grimes, vp/corporate group executive for broadcasting. Radio holdings: 4 AM and 4 FM. WMAZ(AM)-WAYS(FM) Macon, Ga.; KEEL(AM)-KITT(FM) Shreveport, La.; WFBC-AM-FM Greenville and WORD(AM) Spartanburg, both South Carolina; WEZW(FM) Wauwatosa (Milwaukee), Wis. Cable: Over 100 systems. Video production company: Multimedia Entertainment. Publishes 12 daily and 49 nondaily newspapers.

‡ New to chart

Broadcasting

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1. What best describes your type of business? (Check one)

□ TV/Affiliate
□ TV/Network
□ TV/Independent
□ Radio Station
□ Radio Network
□ Cable TV Operation
□ Radio/TV/Cable Service Organization
□ Manufacturer of Radio/TV/Cable Equipment
□ Advertising Agency
□ Advertiser
□ Library/University/Student
□ Attorney/Gov't/Trade Organization
□ Other (please describe) _____

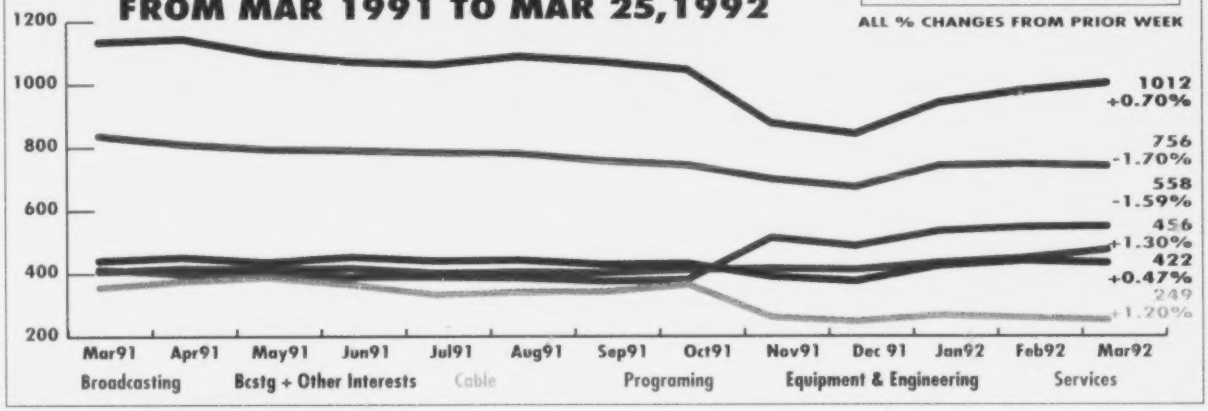
2. What best describes your title? (Check one)

□ President/Owner/CEO
□ Vice President
□ Director/Manager
□ General Manager
□ General Sales Manager
□ Station Manager
□ Program Director
□ News Director
□ Chief Engineer/Technician
□ Other (please describe) _____

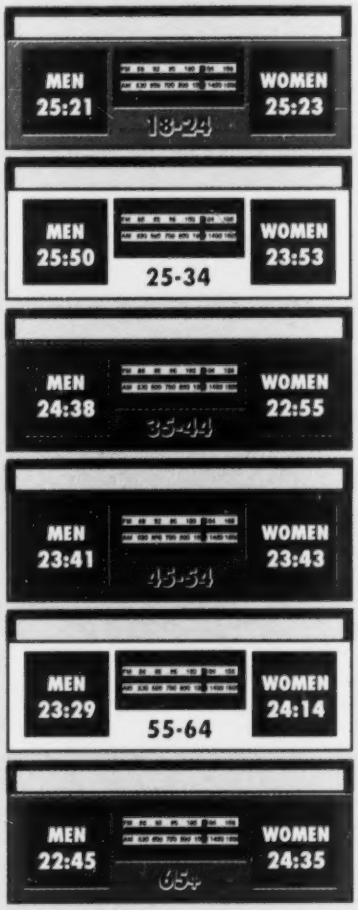
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1991 TO MAR 25,1992

NASDAQ: 619.48 (-0.88%)
S&P Ind.: 485.28 (-0.44%)
ALL % CHANGES FROM PRIOR WEEK



TIME SPENT LISTENING IN HOURS & MINUTES BY AGE



Source: Interep Radio Store

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	**11,107**	**1,562**	**12,669**
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	**1,495**	**197**	**1,692**
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	**1,210**	**1,013**	**2,223**
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting In Brief

Despite published reports to the contrary, **a Fox spokesman said former Fox Chairman Barry Diller will not be overseeing a project for Fox as executive producer.** "Barry has no deal with Fox," said the spokesman. "Diller has an interest in taking an undefined role in a project he created while at Fox that he personally cares about. He doesn't plan to be an executive producer. He doesn't know what if any involvement he'll have, but it is not what he plans to do for a living in the future."

NBC continues to jettison veteran series; it passed on renewing ***Golden Girls*** last week. NBC apparently refused to give Disney more than a 13-episode commitment. The **show will move to CBS next season** after that network agreed to the license fee and made a 22-episode order. At the same time, NBC has renewed several shows including *Empty Nest,* which got a two-year, 52-episode order, *Nurses* and *Unsolved Mysteries*. The network is also putting the finishing touches on a renewal for *Quantum Leap,* with a deal expected this week.

In other renewals last week, **ABC gave a 22-episode order to Disney for *Dinosaurs* and CBS will have the services of *Knots Landing* for another year.** ABC also announced several scheduling moves: *Room for Two* moves to Wednesday, 9-9:30, while *Sibs* returns to the same night at 9:30-10. Both moves are effective April 15.

CBS News said it will launch its new overnight news show, *Up to the Minute* today (March 30) with 80% coverage of the U.S. By comparison, *Nightwatch* was getting only 60% clearance before being canceled last year. *CBS Evening News* anchor Dan Rather will make an appearance on the broadcast tonight to discuss the election campaigns. The broadcast will air live from 2-6 a.m., with anchors Monica Gayle and Russ Mitchell, both tapped from local news ranks. Gayle is from KNSD-TV San Diego and Mitchell is from KMOV-TV St. Louis. Stations signing up have to take at least two hours of the show, said a CBS News spokeswoman, and will split the advertising time in the program with the network. Affiliates are funding the show indirectly through their cash contributions to CBS News Net, the network's affiliate news service. CBS figures there are roughly 8 national rating points to be had during the wee hours, about 4 of which can be collected by news shows. NBC and ABC already have similar programs on the air.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 15. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.8/223/98
2. Jeopardy!	12.7/213/97
3. Star Trek	12.6/245/98
4. Oprah Winfrey Show	11.3/221/96
5. Entertainment Tonight	8.3/167/96
6. Married...With Children	8.0/175/94
7. Current Affair	7.9/175/94
8. Cosby Show	7.3/205/97
9. Inside Edition	7.1/129/87
9. Wheel Of Fortune-wknd	7.1/184/90
11. Donahue	7.0/223/96
12. Hard Copy	6.1/171/82
12. Sally Jessy Raphael	6.1/208/96
14. WKRP In Cincinnati	5.6/236/96
15. Entertainment Tonight-wknd	5.0/189/95
15. Love Connection	5.0/168/91

CARLSON PICKED TO HEAD CPB

Former Voice of America Director Ambassador Richard Carlson has been elected president-CEO of the Corporation for Public Broadcasting. Carlson, a three-time Emmy Award-winning journalist and currently U.S. ambassador to the Seychelles, served the second-longest tenure of a VOA director in its 50-year history, from 1986 to July of last year.

Carlson will assume the presidency in mid-July, succeeding Donald Ledwig, who announced last September he would not seek re-election. Carlson said he looked forward to serving with "a very intelligent, bipartisan" board and acknowledged that from a political standpoint, the position at CPB, as at VOA, will be difficult. "I'm going to work to mend some political fences on the Hill," he said. "I'm interested in hearing what they have to say." -JG

The NBC-TV affiliates meeting begins this Wednesday in Los Angeles. Affiliate Board Chairman Eric Bremner said that "programing will be a very high topic of concern and activity," with daytime and Saturday morning receiving particular attention. Station news directors are still uncertain how much of a news break they will be given in *Saturday Today*. Other topics to be discussed may include the outlook for NBC's PPV Olympics this summer.

Greg Chapados, chief aide to Senator Ted Stevens (R-Alaska), has apparently prevailed in the competition to succeed Janice Obuchowski